Permit #F00032761

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00032761 **Type of Permit:** FILMING **Release Date:** 10/21/2010

Production Company PRETTY BIRD PICTURES INC

Insured Company Name PRETTY BIRD PICTURES INC
Contact Phone No. 1 310-315-8700
Contact Phone No. 2
Fax
Address 1823 COLORADO BLVD
SANTA MONICA, California 90404

Production Title NCAA

Type of Production Commercial - PSA

Producer Pedro AragaoDeOlizeira

Director Max Malkin

1st AD Craig Tinekes

Production Manager Brendan Kling

FilmL.A. Coordinator Naomi Kajiyama

Location Manager John Rizzi
Primary Phone Mobile - 310-729-3368
Secondary Phone Office - 310-500-5863

Location Assistant na na
Primary Phone Office - 000-000-0000
Secondary Phone

Fees

FILMLA MODIFIED PERMIT APPLICATION FEE $50.00

Total Permit Fee $50.00

Number of Locations 1

NOT A PERMIT

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Summary Information — Location

Location 1 of 1

Permit Number	F00032761	**Location Manager**	John Rizzi
Production Company	PRETTY BIRD PICTURES INC	Primary Phone	Mobile - 310-729-3368
Insured Company	PRETTY BIRD PICTURES INC	Secondary Phone	Office - 310-500-5863
Production Title	NCAA		

Location Address 24255 Pacific Coast Hwy, Malibu, CA, 90263

Location Type College/University

Location Description Pepperdine University

Film Dates 10/22/2010 - 10/22/2010 05:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached documents
PrettyBird.NCAA.32761.CoProd.pdf
PrettyBird.NCAA.32761.AL.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	3
Cast/Crew vehicles	65
Cube Trucks	8
Generator	1
Honey Wagons	1
Motor Homes	2
Vans	3

Personnel on Location

Type	Quantity
Cast	10
Crew	65
Extras	15
LA County FSO Assigned	1

Filming Activities Exterior Dialogue; All on property;

Jurisdiction **Political:** Los Angeles County - Supervisor District 3 **Police:** Los Angeles County Sheriff **Fire:** Los Angeles County

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Coordinator Note FILMING AT BASKETBALL COURT, BASEBALL DIAMOND, SWIMMING POOL, GYM

Coordinator Note No activities/equipment/vehicles within 300' of residents prior to 0700 hrs or after 2200 hrs

Coordinator Note 2215-88 / FSO required

Parking

Base Camp
Location Type : Location

Crew Parking
Location Type : Location

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Permit #F00032761

October 19, 2010

P.O. Box 6222
Indianapolis, Indiana 46206
Telephone: 317/917-6222

Shipping/Overnight Address:
1802 Alonzo Watford Sr. Drive
Indianapolis, Indiana 46202

www.ncaa.org

Mr. Pedro De Oliveira- Producer
PRETTYBIRD
1823 Colorado Ave
Santa Monica, California 90404

Mr. Pedro De Oliveira:

The NCAA recognizes you as the producer of our upcoming PSAs titled "Dumb Jocks" and "Endings." We understand that creation of the product will take place in Los Angeles, California under the expertise of PRETTYBIRD. Production will run from October 22-24, 2010.

We thank you for partnering with us in our quest to enhance the student-athlete experience and look forward to working with you in the future.

If you have any further questions please contact me via email at jrinebold@ncaa.org

Best wishes,

Jojo Rinebold

Managing Director of Image Management and Strategy

JR:jr

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Appointment of Film Permits Unlimited, Inc.
As Authorized Agent and representative

I certify that I am a representative of Prettybird **("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and /or community guidelines applicable to any such permit): and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or Incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.**

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 10/21/10

Prettybird
Name of Principal

By: [signature]
Representative's Signature

Brendan Kling
Print Representative's Name

Prod. Supervisor
Representative's title

1823 Colorado Ave
Santa Monica, Ca. 90404
Principal's Address

310-315-8700
Principal's Telephone

Film Permits Unlimited, Inc.
Phone (818) 347-9929
Fax (818) 347-9784

Please sign and fax back
Principal = Name of Company

NO PERMIT